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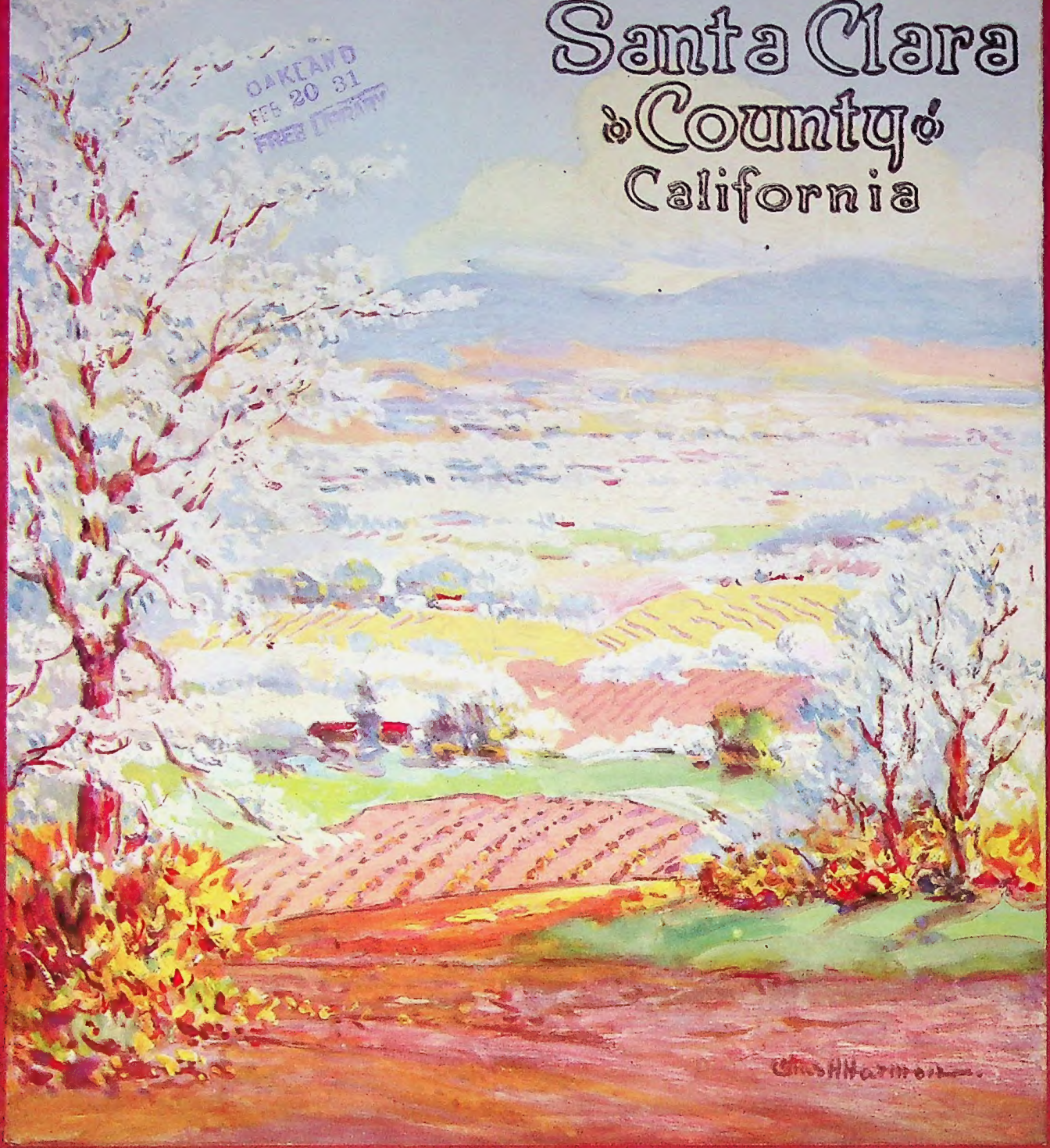
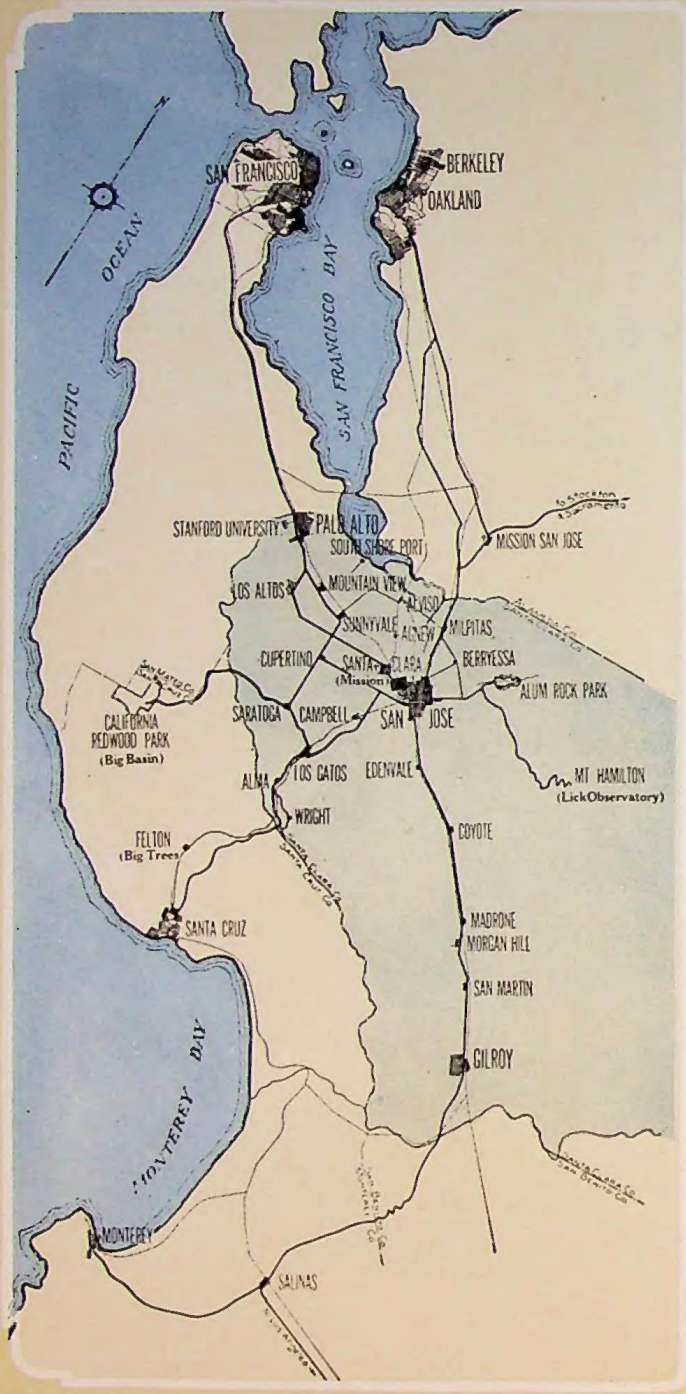
Santa Clara County California





SANTA CLARA COUNTY, CALIFORNIA

Area, 1328 square miles, or 850,000 acres.
Length, 60 miles; average width, 20 miles.
Rainfall, 15 inches in lowest part to 32 in foothills.
Annual mean temperature, 57; mean maximum, 68; mean minimum, 45.
Normal sunshine: Clear 220 days; partly cloudy, 76, cloudy with .01 inch or more of rain, 69.
San Jose to San Francisco, 50 miles.
San Jose to Oakland, 43 miles.
San Jose to Stockton, 76 miles.
San Jose to Sacramento, 124 miles.
San Jose to Fresno, 177 miles.
San Jose to Los Angeles, coast route, 409 miles; valley route, 401 miles.

"THE VALLEY OF HEART'S DELIGHT" IN MARCH

The Valley of Heart's Delight

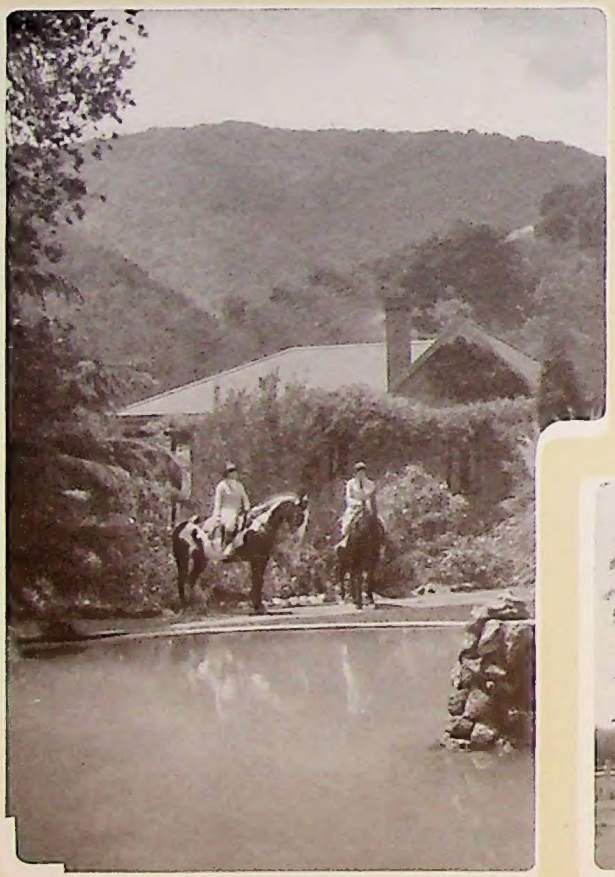
HAVING made my home in the Santa Clara Valley for the last 35 years, and still having aspirations to return there as soon as I can escape from duties in other parts of the world, you may be confident that its beauties and its people are esteemed in my mind above all others."

—Herbert Hoover,
Secretary of Commerce

"I fear the day when Santa Clara Valley shall have been discovered. Like any other tide, the human tide is devastating and sweeps things away. But if settlers come to make their permanent homes and to become assimilated in an orderly way in our communities, we shall give them welcome."

—Hon. James D. Phelan,
Former United States Senator.

A GLIMPSE OF THE FOOTHILLS IN MARCH



A FOOTHILL HOME NEAR LOS GATOS

SANTA CLARA VALLEY lies just south of San Francisco, between the Santa Cruz Mountains, which parallel the western coast, and the Mt. Hamilton range, which stretches southward between Santa Clara Valley and the great San Joaquin Valley; it trends southeasterly for 60 miles, with an average width of 20 miles, and its northern section is penetrated by San Francisco Bay. This topography accounts for the mildness of its climate, as it is sheltered by the redwood-forested summits on the west from the coast fogs and winds, and by the eastern range from the heat of the vast interior of California, and the waters of San Francisco Bay temper the winter cold and modify the summer heat. The result is an equable climate and no abrupt seasonal changes; one season slips unobtrusively into another. Government weather reports covering a period of many years show a mean annual temperature of 57.2 degrees; mean maximum, 69.4; mean minimum, 45.1; there are comparatively few summer days that reach 90 degrees or over, and then only for five or six hours of the day; the mornings, evenings and nights are comfortably cool; and there are few winter days that show an early morning temperature colder than 32 above.

Ideally Situated

The annual average rainfall ranges from 14.74 inches at San Jose, where the precipitation is the lightest, to 32 inches in the contiguous foothills, and from 40 to 50 inches in the mountains. The rainy season begins normally with a shower or two in October, and brief

Rain and Sunshine

HUNDREDS OF MILES OF PAVED HIGHWAYS

storms come at intervals through November, December, January and February, with weeks of fine weather between, and the season closes with some little rain in March and April, and possibly a light rain in May. The average number of clear days in the year, as officially stated, is 220; of partly cloudy, 76 days; of cloudy (with or without rain), 69; number of days in the year with highest temperature (90 or above), 12: number of days with lowest temperature (32 or below), 17. In December, and in not infrequent years in November, the hills and fields are green; in early February the almond trees are in bloom, and in quick succession through that month and March and early April the orchards of plum, apricot, peach, prune, pear and apple burst into blossom, filling the valley with beauty and fragrance; the wild poppy everywhere on the roadsides and in the fields gives variation to the general color scheme with its vivid vesture of gold, and the home gardens are brilliant with roses and an endless variety of flowering plants and shrubs.

For Homes, Health and Recreation

Santa Clara is a valley for homes, health, recreation and enjoyable living. One may drive leisurely for days over the fine roads that lead in every direction through the thousands of orchards on either hand down its 60 miles of length and reaching up and over its foothills on either side; and the summits, ridges and canyons of the near-by mountains, with their living streams and forests of redwood, oak, maple and madrona, and multitude

ROWS OF WEALTH

NEAR MOUNTAIN VIEW

BOUNTIFUL WATER SUPPLY

of wild shrubs, flowers and ferns, are a constant invitation to get out into the open to enjoy their freshness and beauty. There are 1200 miles of highways and roads in the valley, a large proportion of them paved and all of them, except a few in the mountains following winter storms, good. The State paved highway from San Francisco to Los Angeles, coast route, runs the entire length of the valley; and there are paved highways in every direction, leading to all points in California and into contiguous States.

A MOUNTAIN STREAM

Flowers Everywhere

Every home in the valley has its flower garden, and there are several extensive flower nurseries, one rose nursery alone growing some millions of budded roses of approximately 900 varieties. The Santa Clara Valley Flower Lovers Club, with a membership of more than 1400 in all parts of the county, puts on in the large halls of the San Jose Chamber of Commerce six wonderful flower shows every year, and there are also local Flower Lovers Clubs at Los Gatos, Gilroy, Mountain View, Palo Alto and other valley towns, and the general result is year by year more flowers and choicer varieties.

Annual Events

The several regular annual events in the county show how keen is the interest taken in flowers and fruits and outdoor beauty: they are Santa Clara Valley Old Settlers' Day, at

SAN JOSE COUNTRY CLUB

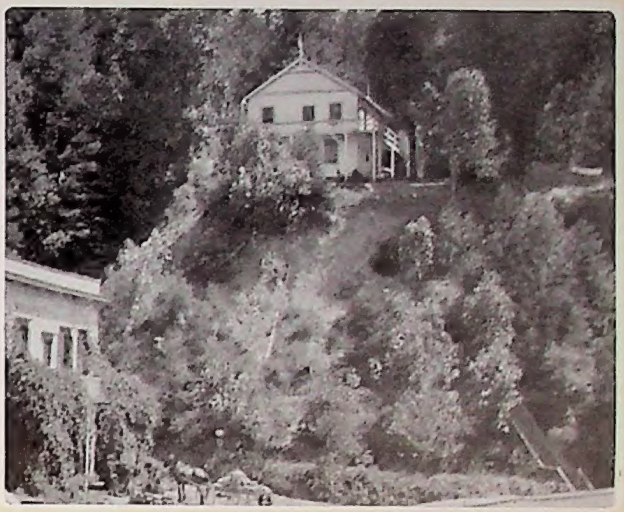
Campbell, in February; Santa Clara Valley Blossom Festival at Saratoga, in March; Santa Clara Valley Fiesta de las Rosas, at San Jose, in May; Los Gatos Pageant, at Los Gatos, in June; Prune and Apricot Exposition, at Mountain View, in September; Santa Clara County Prune Week, in November; Flower' Lovers' Club's big free flower show every two months, beginning in January.

Historic Missions

Within auto distances of from 20 minutes to two and a half hours from San Jose, over paved roads, seven of the most notable of California's old Missions may be visited: Santa Clara de Asis, at Santa Clara, founded in 1777; Santa Cruz, 1791; San Juan Bautista, near Sargent, 1797; San Carlos de Borrormeo, at Monterey, 1770; San Carlos de Rio Carmelo, at Carmel, 1771; San Jose de Guadalupe, at Irvington, 1797; and San Francisco de Asis (Dolores), at San Francisco, 1776. Five of these Missions may be visited in a single day's leisurely trip, amidst the varied scenic beauty of valley, mountains, forests and seashore.

Pure Water For Health

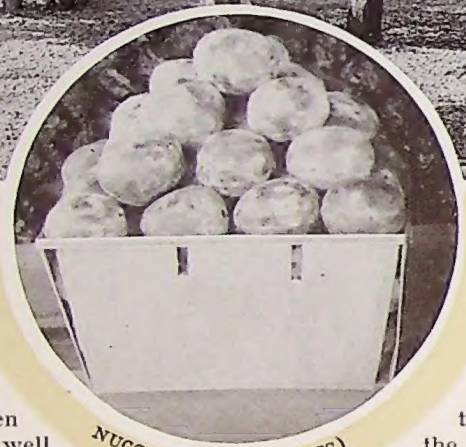
The household water supply for Santa Clara County comes from pure mountain reservoirs and deep artesian wells, and of its quality, Dr. William Simpson, for many years past county health officer, says: "For all, water is pure, plentiful and wholesome. Falling as snow in the Sierras or rain in the hills and valleys, it is filtered through sand



RESORT IN REDWOODS, AT WRIGHT

BOATING AT ALVISO

PRUNE HARVEST TIME



NUGGETS (DRIED PRUNES)

and gravel in natural filter beds many feet below the impervious strata which separate it from the surface water, and it comes to the surface bubbling with oxygen from the spring or deep well, safe, cool and refreshing. No typhoid in its sparkle, for no germ can reach its source. It is the possibility of outdoor life every day in the year that makes the children of Santa Clara County vigorous, the young men and young women models of strength and beauty, and the elders so sturdy and well preserved."

County Schools

The public educational system in Santa Clara County comprises school properties valued at $10,000,000, eight high school buildings, two junior high schools, and seventy-five district and elementary school buildings, thirty-eight of which are new and up-to-date; many of these buildings were built at a cost ranging from $110,000 to $400,000 each. There are 58 principals and 892 teachers in the public schools; an enrollment of 5,799, including part-time students, in the high schools; 5,869 in the evening high schools; 18,403 in the elementary schools, and 1112 in the several kindergartens; the various Parent-Teachers Associations have a total membership of 3,175. A high standard of education is maintained, and the citizens of the county think there is nothing too good in the way of buildings, playgrounds and general educational equipment for their children.

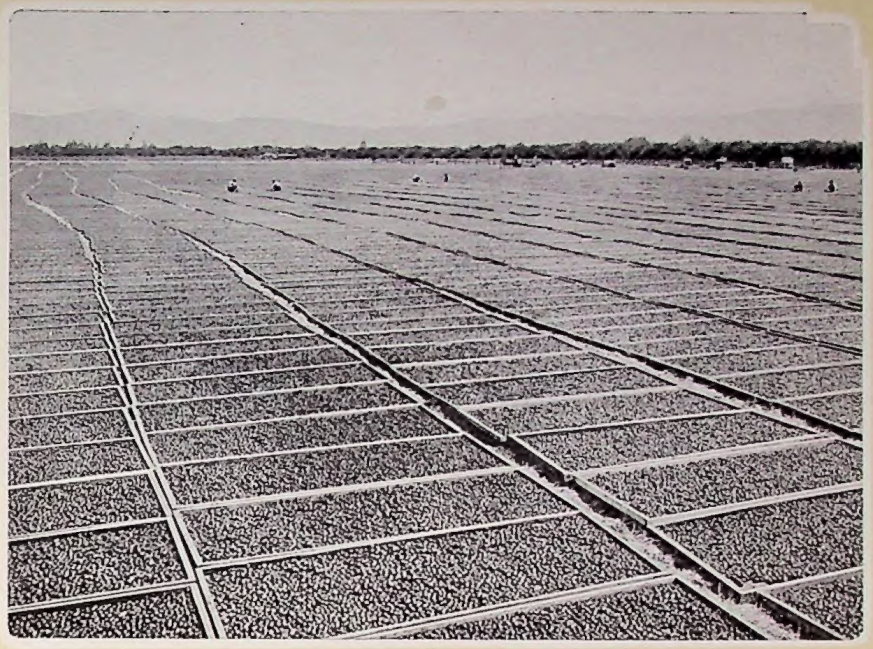
County Library

As a part of the educational system is the County Free Library, which carries its helpful and valuable service into all parts of the county through its headquarters in San Jose, its 25 community branches and its 68 branches in the rural schools. There are over 100,000 volumes in this Library, and through the service of the State Library at Sacramento, cooperating with the County Library, the use of 250,000 books of the former is made available to every person in the county. San Jose, Gilroy, Campbell, Los Gatos, Mountain View, Palo Alto, Santa Clara and Sunnyvale all have independent public libraries, and in addition Campbell, Gilroy and Mountain View have branches of the County Library in connection with their own.

State Teachers College

The San Jose State Teachers College, which was opened in 1862 as the then one State Normal School in California, occupies a series of handsome modern buildings in a beautiful park of twenty-six acres. The College has a faculty of eighty-five, a student body of more than 1400, and a demonstration school of 500. It offers a rich and varied program of courses in Art, Education, English, Homemaking, Mathematics, Modern Language, Music, Natural Science, Occupations and Home Me-

chanics, Physical Education, Physiology and Health, Psychology and Research, and Social Science. The work is planned to meet the needs of those preparing to teach, and for those who wish to take two years of junior college work before going to a university.



PRUNES ARE CURED UNDER THE AUGUST SUN

Stanford University

Stanford University, at Palo Alto, with an original endowment of $21,000,000, stands with its numerous imposing structures in a picturesque estate of 8000 acres, in the rolling foothills of the Santa Cruz range, 32 miles from San Francisco. It is one of the world-famous universities, and in all the world there is no similar institution so beautiful architecturally or favored with such lovely natural surroundings. The genial climate enables the university to be open all the year, and the Stanford student has no freezing winter or enervating summer weather to interfere with his comfort and his studies. The present assets of the university exceed $35,000,000; its annual expenditures are approximately $3,000,000, and the value of the educational plant is around $10,000,000. This great university was opened in 1891, and it has a yearly average of more than 3,000 students, representing practically every State in the Union and several foreign countries. Here is housed the Herbert Hoover War Library, the most complete collection in any country of material concerning the world war.

University of Santa Clara

The University of Santa Clara, at Santa Clara, was founded by the Mission padres in 1777 as a Mission school, which later developed into a College, and still later attained the dignity of a University. This venerable institution is known throughout the United States, and although primarily Catholic, its doors are open to all who desire to enjoy the advantages of its educational service. In recent years nearly two millions of dollars have been expended by the University in modern buildings and other improvements. Its courses are Letters and Science, Literature and Science, with scientific laboratories; Business Administration, giving training in finance, banking and allied subjects; Premedical Course, equipping students for entrance into standard medical colleges; Engineering, with shops equipped for civil, electrical and mechanical engineering; Law, being a four-year night school; and a course of Philosophy is an essential constituent of each of these several colleges. In the favored climate of the old Mission town, now the modern city of Santa Clara, the student is enabled to spend much time out of doors in healthful relaxation between the periods of study, thus tending to produce sound bodies as well as sound minds.

Lick Observatory

World famous is the Lick Observatory, established in 1888, at the summit of Mt. Hamilton, at an elevation of 4,209 feet, thirteen miles in an air line and twenty-five miles by the

winding road, from San Jose. The remains of James Lick, a local resident who donated a fund of $700,000 for construction and equipment of the Observatory, lie in the supporting pier of the 36-inch equatorial telescope, which for many years was the largest telescope in the world. The Observatory is open to visitors every day from 9 a. m. to 5 p. m. and every Saturday evening to visitors who desire to look through the big telescope. No observatory in the world is more completely equipped for carrying on astronomical work, and many of the most important discoveries of modern times have been made by the Lick Observatory astronomers.

INTERIOR OF CANNERY

Resources and Productions

The vast fruit industry of California was developed in Santa Clara Valley. This development was begun with the planting by the early padres of pears, figs, grapes and some other fruits for the use of the Missions, and it was gradually enlarged by the first white settlers, who found here an ideal combination of climate, soil and water. There are today in Santa Clara County 127,000 acres of prunes, apricots, pears, peaches, plums, cherries, apples, walnuts, grapes, and other fruits and nuts, and of berries, 1500 acres. The growing of early table and canning vegetables is in itself a tremendous industry. All along the eastern foothills from Evergreen to Milpitas, potatoes and peas are ready for the market by middle March and corn and canning peas in June. From 11,000 to 13,000 acres throughout the valley are devoted annually to the growing of canning tomatoes and spinach, and the average annual total acreage of vegetables of all kinds, including sugar beets, is 28,000 acres. Orchards, vineyards and vegetables, with general farms, flower and seed farms, poultry ranches, purebred cattle farms, dairies, beef cattle ranges, thoroughbred stock farms, and other forms of agriculture, present a variety of soil industries such as can be found in no other section of similar area in the United States.

PICKING APRICOTS (IN JULY)

Canneries and Packing Houses

It is no exaggeration to say that Santa Clara County is the largest fruit canning and dried fruit packing center on the globe. Here are 40 canneries and almost as many packing houses, employing at the peak of the season an army of approximately 20,000 men and women to handle the fruit that is being harvested

ONE OF MANY FRUIT CANNERIES IN VALLEY

by another army of workers in the orchards. Thirty per cent of the total of California's canned fruit output is canned in this county and 50 per cent of the fancy canned fruit goes into cans here. The annual local canned fruit pack totals more than 3,000,000 cases, or 72,000,000 quart cans, requiring 4,000 cars at twenty tons per car to load the pack.

The local dried fruit industry is on an equally gigantic scale. The average crop of prunes in this county is 100,000,000 pounds dried, valued annually at from $8,000,000 to $10,000,000; the value of the dried apricot production ranges from $1,200,000 to $1,600,000, and a considerable quantity of peaches, pears and apples are dried. There are many independent packers, with immense capital invested in the business, and in San Jose are the headquarters of the California Prune and Apricot Growers Association, a State-wide cooperative marketing organization, that handles 50 per cent or more of the State production of those two fruits. Several extensive green fruit packing houses ship thousands of tons of fresh fruit annually to the markets throughout the United States.

Transportation

The county is well served in the matter of freight and passenger transportation. The main overland line of the Southern Pacific from San Francisco traverses the entire length of the valley; their other lines run north and east and to coast points, and they are connected up with all the leading railway systems in the United States. The Western Pacific has a line from San Jose that connects with its main overland line at Niles, for its freight business, and it operates a passenger car to that point. The Peninsula Railway, electric, covers a considerable portion of the valley with its lines, and the San Jose Railroads supplies the street car system for San Jose. Palo Alto also has its street lines. San Jose and vicinity enjoy the same all-rail rates to and from transcontinental points as San Francisco and Los Angeles and its proximity to San Francisco enables shippers to route via that port for deep water shipping. The South Shore Port, near Sunnyvale and Mountain View, runs freight steamers to San Francisco, and considerable small shipping to that point goes out from the port of Alviso. Auto truck freight lines and auto stage passenger lines operate from San Jose in all directions throughout the valley and to all parts of the State, and into Oregon, Nevada and Mexico.

PRUNE AND APRICOT GROWERS HEADQUARTERS

WHERE OCEAN AND VALLEY MEET—SOUTH SHORE PORT

Land Values

The value of all farm property in the county exceeds $150,000,000; land here is valuable, because it is highly productive and has the advantage of accessible markets, and because also it is extremely desirable for homes. Considering these elements of value, prices are moderate; the best fruit lands sell from $300 to $500 an acre, according to location, and in some instances as high as $1000 an acre for the production of vegetables and berries; general farming land from $200 to $300 an acre; cattle ranges, all in the foothills and mountains, from $10 to $35 an acre. First class orchards, including all improvements, range from $1000 to $1800 an acre.

The total assessed valuation of property in the county, on a basis of fifty per cent of its actual value, is a little under $119,000,000, the total bonded indebtedness is $240,000, and the tax rate (1926) is $2.08 outside incorporated cities and towns, and $1.65 inside. There are twenty-four banks in the county, with combined deposits of $52,000,000 and assets of $61,000,000. Seven Building and Loan Associations in the county have total resources of $20,000,000.

Wealth and Finance

In addition to the numerous canneries and packing houses, there are more than 400 manufactories, large and small, in the county. Lying as it does in the San Francisco metropolitan area, the valley has a very advantageous situation for industrial and manufactural development. In iron

Manufactures

HENDY WORKS AT SUNNYVALE

BEEF CATTLE, NEAR GILROY

leading products of local markets. Favorable living conditions, varied natural resources, ample transportation facilities, cheap potential power, low overhead costs, and a highly intelligent labor supply, connected with the fact that San Francisco and this area is the logical distribution center for the Pacific Coast and foreign markets, assure a continuous industrial development in Santa Clara Valley.

POULTRY FARM, NEAR MORGAN HILL

and metal products, canneries, lumber mills, wholesale houses and public service corporations there is in the county an invested capital of $100,000,000, annual business of $200,000,000, and an annual payroll of $40,000,000; these figures do not include the several commercial lines of business. There is both domestic and foreign demand for several of the

ONE OF NUMEROUS DAIRY HERDS

I, who have listened to the voice of spring on five continents and in more than five score countries, shall always think of the Santa Clara Valley as a sleeping maiden, fragrant with perfume and intoxicatingly beautiful, lying in a carven bed formed by the mountains of Santa Cruz, curtained by fleecy clouds; her coverlet eiderdown, tinted with rose, quilted with green, edged with yellow; her pillow the sun-kissed water of San Francisco Bay."

— W. Alexander Powell, F. R.

"My conception of grandeur, beauty and commercial magnificence is realized in Santa Clara Valley."

— Edward T. Jeffrey,
Former President of the
Western Pacific.

IN SARATOGA'S FOOTHILLS

MY temptation when the subject of Santa Clara Valley is broached is to rave. This might prevent one from taking seriously my honest conviction that these few square miles include the most desirable home sites on the globe. This statement is made calmly after four visits to Europe and a summer in the Orient, all of our traveling having the ultimate object: the selection of a permanent home."

J. U. Higinbotham,
Noted Writer and Lecturer.

"The Santa Clara Valley is more beautiful than Italy."

— Joseph Hergesheimer.
Famous Author.

"One of the three most beautiful valleys in the world."

— Bayard Taylor.

WHERE ORCHARDS MERGE INTO MOUNTAIN FORESTS

PUBLIC LIBRARY AT CAMPBELL

Campbell

Campbell, "The Orchard City," is located in the center of Santa Clara County. It lies in the midst of the greatest orchard district in this Golden State, and here one may enjoy both the community spirit and an ideal country life. First among its attractions are its children; nearly 1000 attend the public schools. Campbell's new $200,000 grammar school with its ten-acre playground has no superior west of the Rocky Mountains, and the High School ranks in scholarship with the best in California. Other features of the city are its cozy homes, its churches, its public library and community center, beautifully housed; its fraternal organizations, Country Women's Club, P. T. A.'s, and a high sense of moral and civic responsibility, centered in an energetic Chamber of Commerce. To care for the products of the surrounding orchards, Campbell has three large fruit canning and packing plants, with a combined annual output of approximately 7,500,000 cans, or 400 carloads. Local packing houses ship more than 150 cars of dried fruit annually. The poultry and egg industry is a growing enterprise. A veritable army of men and women is employed throughout the fruit season.

Cupertino

Cupertino is a modernized community eight miles west of San Jose, located on fine paved highways connecting it with all parts of the county and the State. It has an excellent system of electric and steam railway facilities, two spacious churches, a large new fourteen-room grammar school and a modern, commodious high school, each with an efficient corps of teachers, and with great universities within convenient distance. Cupertino has numerous fraternal orders, a fraternal hall, and a women's club house that is roomy and attractive. The stores and shops supply all family needs. The principal business is fruit growing, and the town is surrounded by miles of fertile and productive orchards. Adjacent to the beautiful Santa Cruz mountains, the district affords numberless sites for lovely country homes, and nowhere in the world is there a more salubrious and satisfying climate than in the Cupertino section.

ONE OF SEVERAL MOUNTAIN RESERVOIRS

Gilroy

In the southern end of the county, 30 miles from San Jose, on the Southern Pacific and State highway, is the thriving city of Gilroy, with a population of 3600, the commercial center of an unusually rich, attractive and prosperous territory, with about 2500 farmers and orchardists devoting their time to the production of prunes and other fruits, berries, vegetables and alfalfa, and to dairying, cattle, hog and poultry raising. The canning and the drying of fruits, berries and vegetables is also an important local industry, and several extensive seed farms are in the vicinity. Gilroy is a city of constant, steady, conservative growth, and it has many fine buildings, strong financial institutions, an excellent school system with modern structures and forty-

SANTA CLARA UNION HIGH SCHOOL

LOS ALTOS GRAMMAR SCHOOL

MOUNTAIN VIEW UNION HIGH SCHOOL

CUPERTINO UNION GRAMMAR SCHOOL

belt, surrounded by orchards, yet open to the wonderful natural beauty of the mountain range that serves as a background. Numerous commuters from San Francisco have costly homes in the Los Altos foothills. It has the usual business facilities of growing

CAMPBELL UNION GRAMMAR SCHOOL

one teachers; good stores, churches, public library, lodges and clubs. The State I. O. O. F. Orphans' Home is located at Gilroy. Its residential districts are characterized by beautiful, shady streets, and it has all the advantages and conveniences of a modern city.

Los Altos

Los Altos is a charming home city in the wooded foothills west of Mountain View, on the Southern Pacific and the Peninsular steam and electric lines and a paved highway. It is one of the most attractive suburban home localities in California, in the thermal

SECTION OF THEODORE ROOSEVELT JUNIOR HIGH SCHOOL, SAN JOSE

STANFORD UNIVERSITY STADIUM, PALO ALTO

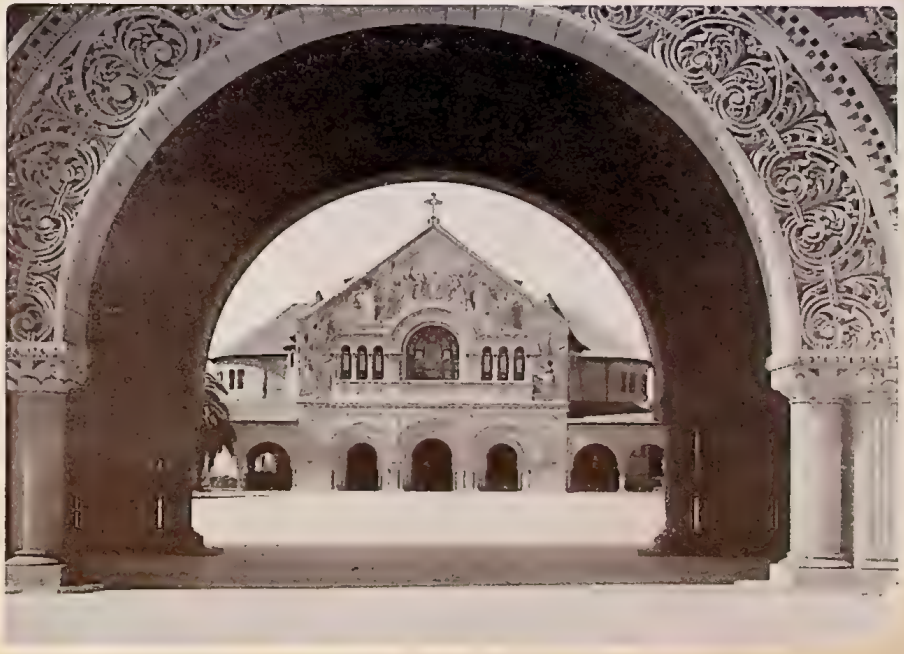
towns, and a country club and golf grounds are one of its recreational features.

Los Gatos

"The most equable climate is found in two places: Assouan, Egypt, and Los Gatos, California."—Quoted from The London Lancet, the leading English medical journal. Los Gatos, "The City of Homes," also known as "The Gem City of the Foothills," is one of the loveliest cities in California. From an elevation of more than 400 feet at the Hotel Lyndon a quick ascent by motor takes one up to an elevation of over 800 feet, affording wonderful views of the Santa Clara Valley. It is not to be wondered at that retired capitalists, retired army and navy officers, people of modest means, commuters to the near-by cities, writers and poets have come to this mountain playground to live. It is the natural result of its superb location. Indeed, its mountains, ever green with liveoaks and redwoods, are constantly attracting people who, besides desiring fine schools and a progressive community in every way, not too far from industrial centers and universities, desire to have homes in the greatness of these hills.

Milpitas

Milpitas, seven miles north of San Jose, is the center of a highly productive district that borders the Alameda County line on the north and stretches from San Francisco Bay to and including the eastern foothills. West and south are hundreds of orchards, and easterly are many vegetable and seed farms, more orchards, and stock and general farms. These foothills are in the warm belt and thousands of tons of early potatoes, peas and table corn annually find a prompt and profitable market. Milpitas is on both the Southern Pacific and the Western Pacific lines and it also has water transportation for Bay points from Alviso, three miles away. There is in Milpitas a good school, bank, hotel, cannery, stores and general lines of business.



STANFORD UNIVERSITY CHAPEL, PALO ALTO

STATE TEACHERS COLLEGE, SAN JOSE

Twenty miles southerly from San Jose, on the State paved highway, is Morgan Hill, beautifully located, in a rich fruit growing section. It has a delightful outlook upon foothills and mountains on either side, and in addition to its varied fruits it has many poultry farms. The climate is excellent and the rainfall somewhat greater than in most other portions of the valley floor. Its business section is well developed and it has a large cannery and extensive packing house for dried fruits. There are several churches, fraternal orders, and all the elements of a modern and progressive community. A fine new schoolhouse, a new hotel, the new Coast Counties sub-station, and other local improvements, are tending to interest more people in this attractive city and district, lying between the picturesque hills of the valley.

Morgan Hill

Mountain View, 36 miles from San Francisco and 14 miles from San Jose, is a charmingly located little city of 2500 population and 8000

Mountain View

UNIVERSITY OF SANTA CLARA, SANTA CLARA

or more in the surrounding district, in which there are numerous orchards, berry, and other farms. For several years it has been steadily growing in population and commercial and industrial importance, among its industries being a $50,000 precooling plant, enabling growers to pick their berries, apricots and other fruits in ripe condition and land them in the eastern markets fresh and full-flavored for consumption; canneries, pickle works, packing houses, planing mills, basket and box factories and other plants. The local Pacific Press Publishing Association's printing and publishing house is one of the largest in the West. The South Shore Port, accommodating bay, river and coastwise vessels, is only three miles distant. Scenically and climatically Mountain View is attractive for home locations, and it is a clean, well conducted city, with admirable schools, fire and police protection and other features of modern cities.

Palo Alto

Palo Alto is one of the most outstanding educational and residential centers of the Pacific Coast. It was founded by Senator Stanford, as a university city, with the same ideals and careful planning that went into the building of the university. It is beautifully located on the San Francisco peninsula, 32 miles from that city and 18 miles from San Jose, and it has the advantage of fine scenic attractions and a climate uniformly mild. Within an hour's drive are majestic redwoods, and two hours over paved roads through varied and beautiful mountain scenery brings one to the Pacific Ocean beaches. The noble oaks that dot the city, and the numerous extensive home gardens of flowering plants and shrubs and handsome

residences give the city an exceptional atmosphere of beauty, comfort and pleasant living. Palo Alto's chief attraction to tourists and permanent residents is the great Stanford University, located on a campus of 8000 acres and constructed in the striking Spanish-Moorish type of architecture. Here is the Stanford Memorial Chapel, considered by many critics the most beautiful structure in America. At and near Palo Alto are four military academies and two excellent schools for girls and it has a highly efficient public school system. The city operates successfully as municipal enterprises such utilities as water, light, gas, power, garbage disposal, hospital and community center. It is growing rapidly and has a present population of 12,000. It is a city of high ideals, destined to become one of the foremost educational centers in the world.

San Jose

San Jose (Ho-say), founded in 1777, is the county seat of Santa Clara County. It is located nine miles from the southern end of San Francisco Bay, 50 miles from that city, and 40 miles from Oakland. The American flag was raised in the Pueblo of San Jose in July, 1846, and the first California legislature convened here December 15, 1849. It is an attractive and steadily growing community, with a population of 74,000. Of the forty fruit, berry and vegetable canneries and almost as many dried fruit packing houses in the county, about two-thirds are located in or contiguous to San Jose, making it the largest fruit canning and dried fruit packing center in the world, and it has many small and several extensive manufactories. It is served by the Southern Pacific and the Western Pacific lines, and systems of auto trucks and auto stage lines traversing paved highways to all the leading points in California. It has several parks, including Alum Rock of 1000 acres, with mineral springs, natatorium, plunge baths, mud baths, picnic grounds and children's playgrounds. The health-giving properties of the waters from the springs in the park have been recognized by physicians. The park is reached by electric car and by auto over a paved road.

Two golf courses lie a few miles outside the city. Of its 180 miles of streets, 90 miles are paved. It has a City Manager form of government. Its educational facilities consist of the State Teachers and Junior College, high school, two junior high schools, evening high school, nine elementary schools, several kindergartens, two secretarial schools, boys' boarding schools, and a number of Catholic schools. All the fraternal, patriotic and benevolent

HOME OF FORMER U. S. SENATOR JAMES D. PHELAN

MISSION SAN JOSE DE LA GUADALUPE

from San Jose. Mountain resorts, including the State Redwood Park, and also the seaside beaches, are within an hour to a two hours' ride from San Jose. It has 72 per cent of possible sunshine during the year, and for homes, for business, for recreation, and for pleasant living it has elements that appeal strongly to tourists and home seekers. It is continuously growing, and building permits and

I. O. O. F. ORPHANS HOME, GILROY

societies and all the service clubs are represented here, and sixty or more churches. It is a home city, with attractive streets, residences and gardens, with first-class hotels, theatres, a retail section that is notable for the variety and attractiveness of its stores; six banks, and many restaurants and cafeterias. Paved highways to all sections of the valley and the State run through and

I. O. O. F. HOME, SARATOGA

bank clearings have been increasing year by year, the former for 1925 having been $4,859,773 and the latter $143,791,357. Among recent structures ranging from six to twelve stories and costing from $250,000 to $1,000,000 each are the Scottish Rite Temple, St. Claire block, Knights of Columbus building, Bank of Italy building, Commercial building and St. Claire Hotel.

Santa Clara

The city of Santa Clara, adjoining San Jose on the northwest, with a population of more than 6,000, is the site of the largest green fruit packing house, the largest dried fruit packing house, and one of the largest fruit canneries in the world, and it also has the largest planing mill on the Pacific Coast. It is the home of the University of Santa Clara, the pioneer educational institution of the Pacific slope. Here, too, is the Mission Santa Clara, founded by Father Junipero Serra in 1777, a place made doubly interesting by its collection of original records and writings from the hand of the venerable Father Serra himself.

ENTERING MOUNTAIN VIEW

The city owns its water, gas and electric light plants. The canning, packing and manufacturing industries employ more than 3,000 people during the busy season of the year, at very satisfactory wages, and the excellent educational facilities, combined with other advantages offered, render Santa Clara a highly desirable location for either home or business purposes. Santa Clara's residence sections are highly at-

SAN JOSE-SANTA CRUZ HIGHWAY; IN LOS GATOS CANYON

"A visit to Saratoga, in Santa Clara Valley, settled the home question for the Norris family. Every March the high tide of fruit blossoms washes over her like a snowy foam, and everywhere there is the joy of spring, of perfume, of sunshine, and of birds."—Kathlene Norris, famous novelist.

CUPERTINO

SECTION OF BUSINESS DISTRICT, SAN JOSE

tractive, with their beautiful homes and gardens bright with flowers every month in the year, and the surrounding section is notable for the great variety of its fruits and other soil productions. Santa Clara is on the Southern Pacific line, and the paved State highway runs through the city.

Saratoga

Saratoga, an ideally located foothill city of homes, is world-famous for its annual Blossom Festival, held in March, a real rival of the Cherry Blossom Festival of Japan. Its knolls, its creekbanks, its wooded beauty spots, its sunshine, make it a wonderfully picturesque and attractive location for homes. Its commanding site in the western foothills, with the broad stretch of the valley in front and its background of the purple ridges and canyons of the Santa Cruz range, together with the fruitful orchards and vineyards and perennial gardens that characterize the district, and its frostless climate, are features that are attracting more and more home seekers to this delightful section. Saratoga is the gateway to the State Redwood Park, one of the most remarkable forests in the world, with giant redwood trees, thousands of years old, predominating. The town is on the Peninsula Railway system and paved roads connect it with all valley communities.

Sunnyvale

Sunnyvale, unique in commercial and industrial advantages, a shipping and industrial center, eight miles northwest of San Jose, has a population of 3500, manufacturing estab-

MORGAN HILL

MORGAN HILL; LOOKING ACROSS VALLEY TO MT. HAMILTON RANGE

COURT HOUSE AND HALL OF RECORDS, SAN JOSE

lishments valued at $2,000,000, and a residential section that is very attractive. "The City of Destiny", as it has been called, is a busy center of industry lying between the Santa Cruz mountains and the lower expanse of San Francisco Bay. It is in a rich orchard district, and nearby is the South Shore Port, with a deep waterway leading to the bay. It has excellent transportation facilities, being served by the Southern Pacific, and its manufacturing interests are expanding year by year. Among its industries are the manufacture of marine boilers, mining machinery, camp and outing equipments, incubators, concrete pipe, and paints, and it has fruit canneries and a dried fruit packing house. Its school facilities are on a par with the high standard that is maintained throughout the Santa Clara valley. The South Shore Port operates a large number of freight trucks, and freight steamers to San Francisco and Oakland.

NATATORIUM, ALUM ROCK PARK

Other Communities

Other attractive communities in the county are Berryessa, Linda Vista, Evergreen, Alviso, Agnew, Edenvale, Madrone, Coyote, Rucker, San Martin, Almaden, famous for its quicksilver mines; Guadalupe, also a quicksilver section; Meridian, and Alma and Wright, picturesque towns in the Santa Cruz mountains, on the highway to Santa Cruz.

LOS ALTOS, A FOOTHILL COMMUNITY

LARGE LIVE OAK, IN GILROY SECTION

This Booklet has been prepared in co-operation with the

SANTA CLARA COUNTY BOARD OF SUPERVISORS

BY

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Santa Clara County Consolidated comprises the following civic organizations, each of which upon request will furnish specific information concerning its particular locality:

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